



Tomorrow will be a Momentous Day in the Millinery History of Memphis, for it marks the Greatest Merchandising Triumph of Many Years—a Supreme Achievement bringing to American Women all the style and "chic" of French Millinery—real Parisian Modes adapted for American wear, and obtainable at a price far below the usual cost of the Original Imported Models.



A Masterly and Tremendous Sale

featuring

American Adaptations of French Pattern Hats

at About One-Fourth of the Price Asked for the Originals

Hundreds of these lovely chapeaux are available, each one an adaptation of an individual style, created by the famous modistes of Paris. All of the smartness—the true Parisian charm—the original patterns are retained; only the bizarre and overextreme features of the French hats have been eliminated to make these beautiful creations proper apparel for the women of fashion in America.

Dashing off-the-face Hats

—the charming "pushed back" effects

Trotteur Models

—for street wear

Cloche Styles

—with distinguished bell-shaped crowns



Some of the foremost American creators have aided us in preparing this gigantic exhibition and sale—placing their entire ateliers at our disposal for the purpose of adapting the French styles to American needs.

The hats are wrought of the finest materials—perfect in design—amazingly beautiful in the simple artistry of their workmanship.

Chapeaux de Toreador

—showing the Spanish influence.

Picture Hats

—inimitably Parisian

Berets

—always becoming

Directoire Models

—extremely smart

Toques

—in charming variety

Tailleur Hats

—for the tailored woman

We cordially invite the women of Memphis to attend this important event—featuring the greatest values ever offered so early in the season

The many whims of Parisian Millinery as reflected in this showing including shiny straws, toile ciree, leather, wing and flower trims, Chantilly lace, fluffy glycerined ostrich and culture trims, and countless other materials. The colors are gloriously bright—jade, etrusque, rose, French blues, tan, firefly red, menthe green, Aztec and, of course, the ever-glistening black.

Tomorrow at 8:30 a.m.



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